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THE CARMEL SPECTATOR

the nation's most unique weekly

11 No. 5 CARMEL, CALIFORNIA JAN. 7, 1954 TEN CENTS

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THE MONSTER OF MONTEREY BAY

The legend of "The Monterey Monster" has circulated up and down the Pacific Coast for more than 20 years. The nation's wire services have reported the sea monster's activities at various times with a tongue-in-cheek attitude and marine scientists have oft-times shrugged their shoulders and said, "It is not impossible".

A majority of the stories concerning the sea monster's appearances have been reported by Monterey fishermen. Jack Ferrante was one of the first to see the monster and he was the only fisherman who actually tried to catch it.

Jack Ferrante is of that breed of ancient, ageless Sicilian who spend their lives harvesting the sea. Those people who look with young-boys' eyes out to the barren horizon of the ocean with longing, who feel the roll of a deck with lithe legs and test of the strength of the sea with young man's courage, who ponder the mysteries of the oceans and study the ways of the fish with middle-aged wisdom, who go on and on and on, becoming weathered and gnarled and wiser and tougher and tougher.

This is Jack's story. We shall tell it as he related it and how he lived it.

"It was back in 1930. I was fishing for salmon just a couple miles out between Monterey and Moss Landing. The fishing was pretty good, but it was foggy and not so good to see.

"Soon I hear another boat and I got close enough to see him. It

(Continued on page 12)

Village By-Lines

SHOTS IN THE NIGHT-- Police Sergeant reported that a youth on top a building on Dolores between Ocean and Seventh had given him the slip after he fired a shot in the air to scare the youth. Policeman tore his pants. Getaway car later located. Evidence pointed to youths trying to get a look into a girl's bedroom.

• • •

HOLIDAY OVER?-- Resident above business building on Fifth complained that big party going on underneath and couldn't sleep. Police quieted noise with threat of complaint.

• • •

WANTED TO RENT-- By two adults--private apt. or guest house with kitchenette, or small house. Reasonable. Option to purchase preferred. Phone 8-0107.

• • •

HOLIDAY IS OVER-- Resident called and reported car blocking his driveway on Monte Verde. Police issued citation.

• • •

IT WAS COLD INSIDE-- Resident on Fourth and Torres reported that his neighbor was stealing his wood. Neighbor renting house for weekend evidently mistook wood as community property, according to police investigation.

Avon Products

Call days -- 7-3664
Call nights -- 7-6562

• • •

FOR RENT-- Carmel house, furnished or unfurnished, attractive, 3 bdr. and studio yard, convenient to bus and shopping. Lease 3, 6, 9 months $100. Two years unfurnished $90. Phone 8-0107.

• • •

BUMPING AROUND-- Resident reported that she heard someone bumping up against the wall of her house. Bumper left before police arrived.

• • •

HOUSE cleaning, garden work. References. $1.25 hr. $1.10 when picked up. 7-4134.

THE CARMEL SPECTATOR, a Carmel-Pacific Publication
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Deputy Editor -- G. S. Bush
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$2.00 for six months

Gladys Johnston To Take Office

Gladys R. Johnston, Carmel realtor, will be installed Saturday as the regional vice-president of the California Real Estate Association.

She will take over the office during the organization's convention in Pasadena, where she attended a day-long officers' training program offered by the organization.

Woods Building Sold To Thomas

Mark Thomas, operator of the Hearthstone, is now the owner of the Woods Building, Dolores and Seventh.

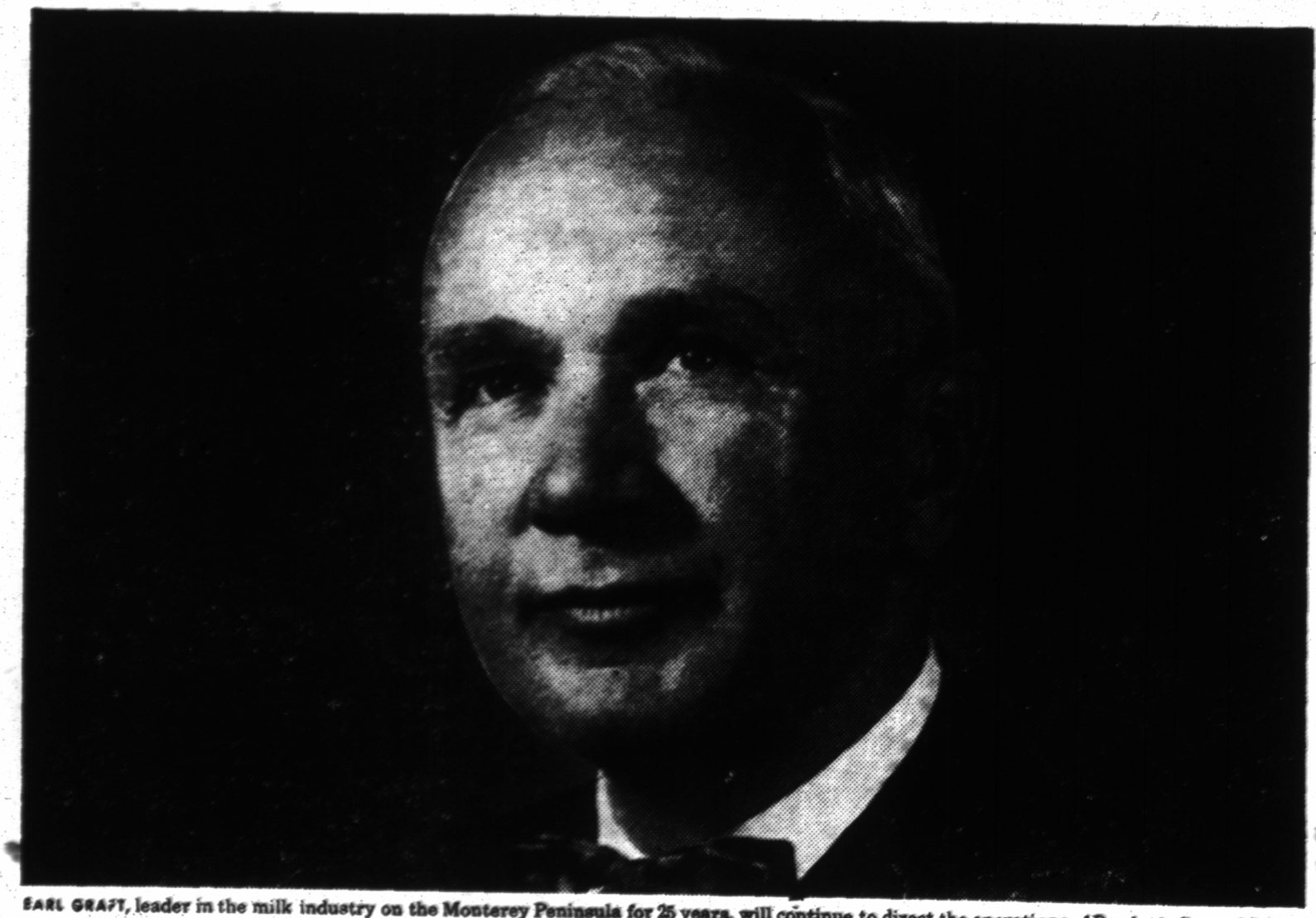
Thomas purchased the building from Mrs. Virginia Kirby, it was announced by Lou Conlan of Conlan and Geisen. The building houses the Dolores Pharmacy and the French Cafe.

RAYMOND THUES NOW A CAPTAIN

Raymond L. Thues, son of Mrs. Fred Rawlings of Carmel, was recently promoted to captain at Fort Brooke, Puerto Rico.

Arthur McEwen
PHOTOGRAPHY
PUBLICITY
Dial 7-7317 - Carmel - Box 816

THE NEW PRESBYTERIAN CHURCH IN CARMEL
REV. DR. HARRY CLAYTON ROGERS, PASTOR.
INVITES EVERYONE AT 11:00 A.M., SUNDAY, AT THE CARMEL WOMAN'S CLUB, SAN CARLOS & 9th STS.
Sermon: "How to Move a Mountain"



EARL GRAFT, leader in the milk industry on the Monterey Peninsula for 25 years, will continue to direct the operations of Borden's Carmel Dairy.

We've added a name—
but we're still the same!

WE OF THE CARMEL DAIRY are proud to be merging with the Borden Company, the greatest name in milk since 1857.

Not only will this merger strengthen our service to you, it will also mean we can bring you Borden's *complete line* of quality products.

However, we wish to emphasize that there will be no change in the people, policies and practices which have made The Carmel Dairy one of the leading dairies in this area.

The same people who have been serving you at the Carmel Dairy will continue to do so.

We will continue to deliver the same rich milk that comes from the finest dairy herds right in this county.

This milk will continue to be bottled locally—just before you buy it—to assure you absolute freshness.

We appreciate your past loyalty to our firm, and we look forward to bringing you more and even better products under the Borden name.

Borden's CARMEL DAIRY

MIDWEEK

MAGAZINE SECTION FOR THE CARMEL SPECTATOR
AND THE PACIFIC GROVE TRIBUNE
Published by Carmel-Pacific Publications

Political Smoke

The Peninsula was promised a very gay political New Year this week as Republicans and Democrats rolled into high gear seeking a Congressional candidate.

Aside from the big picture, the temper of the times was shown by the Monterey County Young Republicans who purchased a multigraph press to turn out a monthly periodical for party members.

On the Democratic side of the 13th Congressional picture, newest arrival on the scene was Ronald Scofield, 54, assistant editor of the Santa Barbara News Press, a liberal wing candidate. He has the backing of a Santa Barbara intellectual group--has held no elective office in the past.

Already in the field are: Ex-Oxnard Mayor Edwin L. Carty, a conservative, who has received the endorsement of the Oxnard Press Courier;

Timothy O'Reilly, a middle of the roader, former Mayor of San Luis Obispo, presently practising law in San Luis Obispo. At this date he reportedly had strong support in both San Luis Obispo and Monterey County;

John Bibby, Lompoc prohibitionist;

Fred S. Farr, Carmel Attorney and Monterey County Democratic leader. He has withdrawn his name from actively seeking the nomination and is reportedly thinking of running for State Assemblyman.

The three potential candidates talked to Monterey County Democrats at Sunset Auditorium last night hoping for their support at the Dem's convention Sunday at San Luis Obispo--when a candidate may be selected.

The Republican side of the picture was just as confusing. Self Starter Charles Teague of Ventura was still in the field, but Re-

(Cont'd on Page 9)

NEW HOMES FOR 1954

IN ALL AREAS OF THE MONTEREY PENINSULA AND MONTEREY COUNTY. SUMMER HOMES, ESTATES, CATTLE RANCHES, HOUSE RANCHES. FREE MAPS.

BEFORE 6 P.M. Phone 2-8031 AFTER 6 P.M. Phone:
B. CURRAN L. C. KNAPP G. COONS C. RICHARDSON
2-9072 2-0333

#106 M.P.P.C. VIEW HOME LG. 2 BR. $16,800

NEW QUALITY HOME, 2 LARGE BEDROOMS, 2 TILE BATHS, DINING ROOM, RAISED FIREPLACE, LOVELY HARDWOOD FLOORS, 2 CAR DETACHED GARAGE. ASK FOR COONS.

#109 1,000 ACRE HORSE-RANCH ONLY $75,000

10 MINUTES FROM MONTEREY PENINSULA. THIS HAS ABUNDANT WATER, COMPLETELY FENCED, WILL SUPPORT 125 HEAD, RICH GRAZING. ASK FOR RICHARDSON

#110 800 ACRE CATTLE RANCH ONLY $125,000

2 MODERN HOMES, EXCELLENT BARN AND OUT-BUILDINGS, WATER FOR 500 HEAD, ENTIRELY TILLABLE AND FENCED. ALL CHUALAR LOAM. ASK FOR KNAPP.

#211 SUMMER HOME IN LOS LAURELES $8,950

ONLY $1500 DOWN. G.I. LOAN MAY BE ASSUMED. 1/2 ACRE, HORSE CORRALS, 2 BEDROOMS, FIREPLACE, SLATE ROOF, STRICTLY MODERN. ASK FOR KNAPP.

#250 10 ACRE PERM. PASTURE SIX BR. $58,500

6 BEDROOMS, 4 FULL BATHS, HUGE FRONT ROOMS WITH FIREPLACE, FIREPLACE IN 3 BEDROOMS. THIS LOVELY ESTATE IS ONLY 10 MINUTES FROM CARMEL. ASK FOR CURRAN.

#249 NEAR 4TH AND LOBOS CARMEL 2 BR. $14,750

EXTRA LARGE LOT, LANDSCAPED FOR PRIVACY. DETACHED GARAGE AND STORAGE. BIG FRONT ROOM WITH FIREPLACE, HUGE MODERN KITCHEN. TERMS. ASK FOR CURRAN.

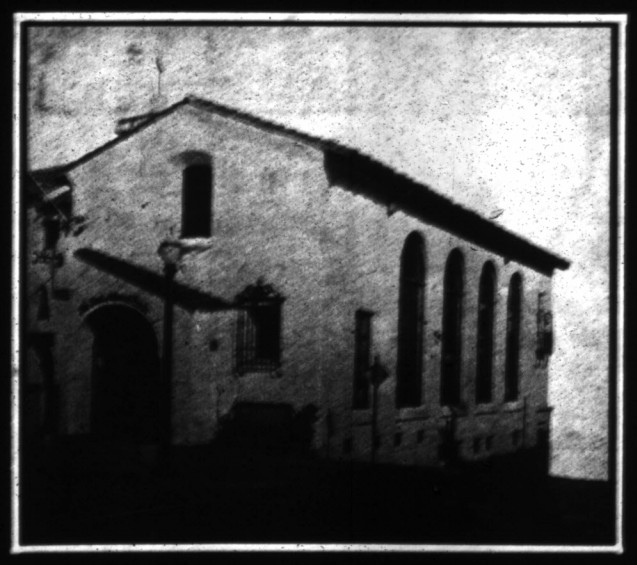
Send For Pictures - Free Maps

SUNDAY OFFICE HOURS 10:00 a.m. TO 4:00 p.m.

RICHARDSON-AITKEN

117 Pearl St. AGENCY Phone 2-8031

25TH ANNIVERSARY



JANUARY 11, 1954

This is a "Picture" of a **STRONG MODERN CONSERVATIVE BANK**

Resources

January 11, 1930 --- Opened
December 31, 1930 $384,746.33
December 31, 1940 $1,009,192.21
December 31, 1950 $3,118,040.25
DECEMBER 31, 1953 $3,618,395.75

The First National Bank
Of Pacific Grove

"As engaging a comedy as we are likely to see for a long time."
—WOLCOTT GIBBS, The New Yorker

FRI. SAT. SUN.

WHARF THEATRE presents

JEANNE DAM, in

Gigi

A New Comedy by ANITA LOOS Adapted from COLETTE'S Novel

Jean Levinson - Peggy Cease - Barbara McMahon

Directed By
Robert Carson

The Wharf Theatre
#11 Old Wharf
phone 2-4349 Monterey

DESPITE APPEARANCES to the contrary, comedy--not tragedy--is the essence of this scene in "Gigi". On Wharf Stage are (left to right) Jeanne Dam, Jean Levinson and Barbara McMahon.

Gigi Resumes Wharf Run

The Wharf Players, back from their holiday vacation, will reopen the theater this weekend and continue their run of "Gigi".

"Gigi", a play by Anita Loos based on the novel by Colette, stars Jeanne Dam in the title role. Others heading the frisky, French comedy's cast are Lew Perkins, Barbara McMahon and Jean Levinson.

"Gigi" will play Friday, Saturday and Sunday nights this week end and next. The Wharf's next production, "Mr. Roberts", is tentatively scheduled to open January 22.

TRY OUTS AT FOREST THEATER

Final try-outs and casting for two short plays will be held at 8 p.m. tomorrow at the Workshop Theater of the Forest Theater.

The plays, to be directed by Barbara Horder, are Shaw's "How He Lied to Her Husband" and Tennessee Williams' "Lord Byron's Love Letter".

At least six parts are still open in the production, it was announced. Also needed are production, set and publicity assistants.

The Forest Theater's winter season is scheduled to open February 5.

GROVE THEATRE
Open Eves. 6:45 - Shows 7:00
Saturday Matinee 1:45
Sunday Continuous 1:45 to 11:00
Adm. 60c - Child 20c Tax Inc.

FRI. SAT. JAN. 8-9

DEVIL'S CANYON

WITH
VIRGINIA MAYO
DALE ROBERTSON
PLUS
LOOSE IN LONDON
WITH
THE BOWERY BOYS

hill theater
Phone 2-0343
Monterey

FRIDAY
Thru Jan. 14

Patrice MUNSEL
AS THE GOLDEN-VOICED
Melba
Color by TECHNICOLOR Released thru UNITED ARTISTS

PLUS MAGOO in "SLOPPY JALOPY"

EVE: 7 & 9:20
MAT: SUN. 2:15
ALL SEATS
ALL SHOWINGS 85¢

SAT AT 2:15
1ST IN OUR SERIES OF SILENT CLASSICS

Lon Chaney as
"THE HUNCHBACK OF NOTRE DAME"

AND HARRY HOUDINI in CHAPT. 1 OF
"MASTER OF MYSTERY
Under 12 - 50¢ Over 12 - 85¢

PYGMALION TONIGHT

Shaw's comedy of the phonetics professor who fell in love with his work comes to life again tonight in Carmel's Sunset Auditorium when the Dublin Players present "Pygmalion".

Among the cast will be Alfred Doolittle, who joined the Dublin Players for their American tour after a session as guest star with the Arts Theater in Belfast; Aileen Harte, famous for her readings of Yeats over Radio Eireann, and Ann Elsden of the British stage and movies.

Tickets are on sale at Graham's Music Store in Carmel, and at Abinante's, Monterey, or at the box office before the performance.

The production here is under Denny-Watrous management.

Your Community Theatre
GOLDEN BOUGH PLAYHOUSE
Monte Verde at 8th - Carmel
(2 Blocks S. of Pine Inn)
Thurs. - Sun. Jan 7 - 10
Delightful new British Comedy

First Western Showing outside of Los Angeles and San Francisco

Mon. - Wed. Jan. 11-13
The fabulous life story of the Famous impresario S. Hurok

Tonight We Sing
TECHNICOLOR

Starring Ezio Pinza, supported by a brilliant cast.

Evenings: 7:00 & 9:00
Mats. Wed. Sat. Sun. 2:30

SUN. MON. TUES.
JAN. 10 - 11 - 12

CALAMITY JANE

STARRING
DORIS DAY
HOWARD KEEL
ALSO
CHARGE OF THE LANCERS
WITH
PAULETTE GODDARD
JEAN PIERRE AUMONT

Entertainment for the whole family.

CARMEL THEATRE
Open Eves. 6:45 - Show 7:00
Saturday Matinee 1:45
Sunday Continuous 1:45 to 11:00
Adm. 65c - Child 20c Tax Inc.

THURS. FRI. SAT.
All American
7:00 - 10:10
PLUS
LATIN LOVERS
8:26
SAT. MAT. 3:10

SUN. MON. TUES.
FATHER'S LITTLE DIVIDEND
SUN. 2:00 5:12 8:24
MON. TUES. 7:10 10:12
ALSO
TALL TARGET
SUN. 3:41 - 6:53 - 10:05
MON. TUES. 8:44

PENINSULA
TALENT ON STAGE AND SCREEN
GROVE THEATRE
2 PM SUNDAY
AND EVERY SUNDAY THEREAFTER
WE'LL HOLD A TALENT STAGE SHOW

THE SHOW WILL BE FILMED ON SOUND FILM AND PRESENTED THE FOLLOWING WEEKEND ON THE GROVE THEATER'S SCREEN

Boys and Girls of All Ages Sign Up At Our Theater. It Will Thrill You To See And Hear Yourselves

Dene Denny and Hazel Watrous present

"One of the finest acting Companies that has ever come to this country". Ed Sullivan

"To see the Dublin Players act.. is like hearing Heifetz play the violin".

THE DUBLIN PLAYERS
Direct from Dublin, Ireland
from the Abbey and Gate Theatres

in George Bernard Shaw's witty, scintillating play
PYGMALION
THURSDAY EVENING, JANUARY 7 AT 8:30
SUNSET SCHOOL AUDITORIUM, CARMEL
Tickets $3.60, $3.00, $2.40 incl. tax. On sale at Graham Music Company, Mission & 6th. Telephone 8-0085. Also at Abinante's Music Store, Monterey. Telephone 2-5893.

IT'S THAT TIME OF YEAR AGAIN

Photo by Julian P. Graham

The green carpets of Pebble Beach will become golf capital of the world as the biggest names in golf and celebrities by the dozens arrive next week for the Bing Crosby Tournament.

The eyes of the galleries will have a chance to follow pros like Slamming Sammy Snead, Lloyd Mangrum, Jimmy DeMaret; Amateur King Gene Littler.

More than just talented amateurs swinging clubs will include General Omar Bradley, Bob Hope, Max Baer and Fighter Jimmy McLarin, to name just a few.

It'll be Der Bingel's week--including the $10,000 in prize money and other expenses which he will write the check for. The proceeds will go to charity.

The qualifying round will be Wednesday with special interest centering on the driving contest and the ever popular golf clinic.

The driving contest, which will find Jimmy Thompson, the world's longest driver, up in the front ranks, will start at 3 p.m. The golf clinic, the top names in golf showing you the right way to do it, at 3:30 p.m. For both events the place will be the second tee of the Pebble Beach course--a short golfer's drive from the Del Monte Lodge.

Tournament play will get under way Thursday with finals Sunday.

THE DEL MONTE SCHOOL FOR BOYS

Offers

An
Unusual Educational
Opportunity
For
Your Son

Grades 1 - 12

PHONE: CARMEL 7-7861
OR WRITE:

Robert U. Ricklefs
Director

The Del Monte School For Boys
Box 110S
Pebble Beach, California

GLUE
from
SPENCER'S
HOUSE OF CARDS

STUDENTS IN POSTER CONTEST

Art students in local junior and senior high schools have the opportunity to compete in a statewide contest for a campaign poster to be used as a feature of California's 1954 Cancer Crusade.

The contest ends January 30. It began Monday.

Mrs. Edison Holt, County commander of the American Cancer Society, announced that Mr. and Mrs. Shreve Archer will co-direct the contest on the Peninsula.

Monterey County has been divided in three areas for the contest. From each of these, judging committees will select four prize winners, two each in the junior and senior high schools.

The area winners will be entered in the county-wide competition. Two county winners will be chosen and both entered in the state contest.

In addition, one of the two will be selected Monterey County Grand Prize Winner. His poster, pending arrival of the board of directors of the society's county branch, will be reproduced in quantity to be used as the official fund-raising and educational poster here during the Cancer Crusade in April.

CARMEL CHURCH COMPLETES ORGANIZATION

Organization of the New Presbyterian Church in Carmel was completed at services Sunday morning.

The Carmel Woman's Club, temporary meeting place of the congregation, was crowded with nearly 70 charter members and friends as Dr. Harry Clayton Rogers, founding pastor, read congratulatory telegrams

At the gathering, the following officers were elected:

Antone Ara Bia, Capt. James E. Corum, Maj. Gen. Donald Cubbison, Robert J. Oberfohren, Col. R. S. Pratt, Weldon Snell, Lt. H. Langdon Smith, Ralph M. West, Alton H. Walker, Clyde N. Young, Charles De Vault and Robert Davis.

FOR THE NEW YEAR

Consider the essentials:
Bras, girdles, panty-girdles
and hose.

The Silver Thimble
Lingerie

DOLORES ST. NEAR OCEAN AVE. CARMEL-BY-THE-SEA.

George L.

SAYS

All those shiny Christmas presents are WORTH MONEY. Protect them with an "ALL RISKS" JEWELRY FLOATER. Start the Year right, with complete coverage for all your valuables. Don't continue to leave things to chance this coming year. Inventory and list your PERSONAL PROPERTY in a policy with "George L." today.

George L. Tomlinson
INSURANCE BROKER
WORLD-WIDE SERVICE
CABLE ADDRESS "GEORGEL"
LAS TIENDAS BLDG.
TELEPHONE 1-6640

9 POUNDS FOR $1
FAMILY WASH
FLAT PIECES IRONED
WEARING APPAREL RETURNED DRY.
also, complete finished service.
invisible marking.

PHONE 22277 FOR SERVICE

GROVE LAUNDRY, 472 Lighthouse, P.G.

JANUARY CLEARANCE SALE

20 - 40% OFF

ON ALL FLOOR MERCHANDISE INCLUDING
PIANOS
ORGANS
TELEVISION
HI-FI RADIO COMBINATION

EXCLUSIVE DEALER MONTEREY COUNTY
Pianos • Television • Hi-Fi Combinations

GRAHAM MUSIC CO

Mission near 6th 7-4390 Carmel Box 791

FIRST NATIONAL BANK OF P.G. CELEBRATES ANNIVERSARY

A 25-year anniversary dinner for the stockholders and staff of the First National Bank of Pacific Grove will be held Monday night in the Forest Hill Hotel.

It was on that date--January 11--in 1930 that the bank was founded with T. A. Work as its president and Roudi H. Partridge as cashier. The original capitalization was $125,000.

Since then, the original capital has grown to $314,207.46, and the overall resources of the bank today total $3,618,395.75.

Partridge, now executive vice-president, said that over the last few years the bank has paid 10% regular dividends and 5% bonus dividends to its stockholders.

The First National of Pacific Grove made its name by being the first bank in California to make an F.H.A. loan. Since then, according to Partridge, the bank has specialized in F.H.A. loans in order to encourage the people of Pacific Grove to own their own homes.

Officers of the bank, in addition to President Work and Partridge are F. B. Mendoza, vice-president; Robert S. Pickett, cashier, and F. G. Pomeroy, cashier.

Carmel-Pacific Buys New Paper

Carmel Pacific Publications this week added another paper to its growing list of publications in this area.

The firm, owned by Thorne Hall and George Bush, bought the Armed Forces Banner, circulation 3,000, from the Lee Printing Company of Monterey.

The Banner is distributed to Military and civilian personnel at the Navy Post-Graduate School, Army Language School at the Presidio and Fort Ord. It will be published weekly.

The company's Midweek Magazine, currently inserted in both the Carmel Spectator and the Pacific Grove Tribune, will also be distributed through the Banner.

This will be an added advantage to advertisers, enabling them to reach the new audience with no increase in advertising rates.

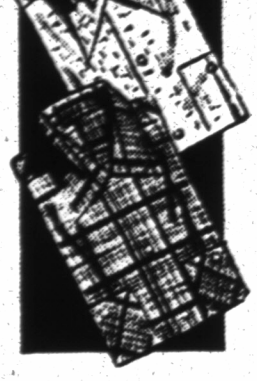
The first issue of the five-year old Banner, under its new ownership, will be printed next week.

NOW IN PROGRESS
Holman's Great January
Storewide
CLEARANCE

Men's SPORT COATS

Handsome sport coats selected from our regular stock PRICED TO CLEAR. Sizes regulars, shorts and longs. Values to 45.00.

NOW 24.99



Sale Men's Sport Shirts

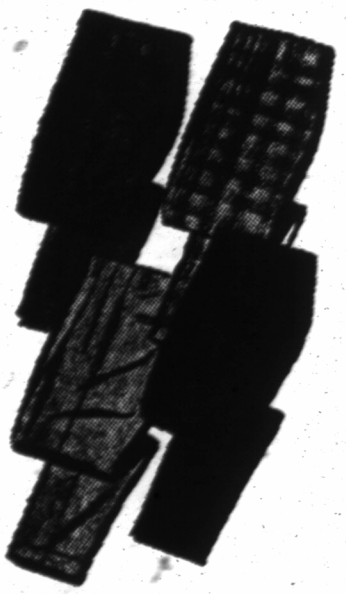
Every type of sport shirt! Superbly tailored, assorted patpatterns and colors.

Short sleeves values to 4.95 — 1.99
Long Sleeves Ginghams Values to 3.95 — 2.99
Corduroy Values to 5.95 — 3.99
Sharkskin suitings Values to 9.95 — 4.99

Sale Men's Slacks

Kent Flannels, DACRON Blends, NYLON Blends, 100% Wool Worsteds. Popular colors. Regular value to 16.95.

Now 9.95



Sale Men's Suits

SAVE UP TO ½ AND MORE. Broken sizes and colors, but excellent values. Regular values to 68.00. Shop early for these! Avoid disappointment.

NOW 32.99

No Charge on Alterations

Holman's DEPARTMENT STORE
PACIFIC GROVE, CALIFORNIA

- All Sales Final
- No Exchanges, No Refunds
- All Items Subject to prior sale

At the galleries

A Good Long Look

Amidst a stifling atmosphere of "artistic driftwood" hanging on the walls of the Carmel Art Association Sales Gallery, the younger painters of the Monterey Peninsula manage to begin 1954 with an exhibition of some honest-to-goodness painting.

This new show is naturally weighted down, as one might expect, by the usual number of potboilers churned out by such luminaries as Abel Warshawsky, Frank Moore, Cashion MacLennan, Harvey Williamson, Doris Baker and Leslie Emery.

On the other hand, there is a brightness about the show that points a finger at the future. The youngsters are doing good things and their work is hanging. An established painter like Clarence Bates shows up with a new style--a damn fine painting of a lighthouse and some houses--and it is exciting to visualize what is coming.

A smashing marine study by John LaPierre and an abstraction of a Nun by Joe Ataide are good examples. Both are beautifully handled.

With the mention of Harry Yoshizumi the subject of the Pat Cunningham copyists comes up. Yoshizumi is a Cunningham student and disciple. He paints in the Cunningham style, but he has a saving grace. He has mastered the style completely and he is young. Quite young. He can go far if he progresses in his own directions, as he seems to be doing. But he can fall by the wayside if he stops now and nurtures this salable media.

At the large oil by Sam Harris there is reason to stop and take a good long look. Sam has everything working well in this painting. Everything moves around his central pivot point, a large tree in fall colors. The girl and the dog, everything blends into compositional perfection. One might complain that there is too much of a "sweetness" about the painting, but this is Sam, so what more could one ask.

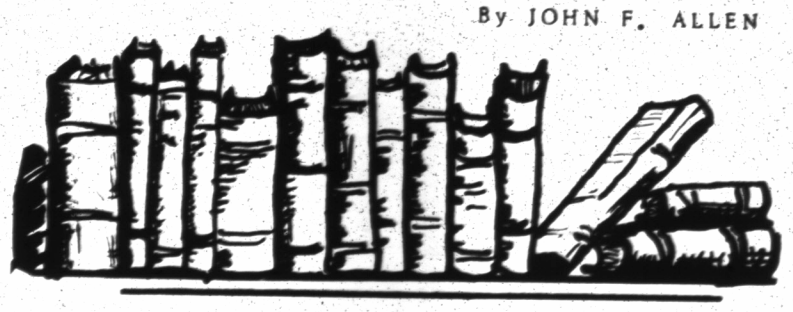
There is an interesting painting by Linford Donovan. If it is a portrait, it is a good one. If it is a study, then it is pure illusion and nothing is gained by it.

In the Beardsley room Rick Beck-

(Cont'd on Page 10)

book looks

By JOHN F. ALLEN



A CACOPHONY OF HORROR

"Attacks on advertising are inspired by Communists;" they are "calculated to weaken and destroy the American way of life." Those statements were made--in apparent seriousness--a couple of weeks ago in San Francisco by one Elliot Epsteen, counsel for the Advertising Association of the West. It is easy to laugh at Mr. Epsteen--although the sad and somewhat frightening fact remains that he was heard in humorless approval by his audience, members of the California Press Association. It is not easy to laugh off the disease of which Mr. Epsteen's childish statements are symptomatic. Call the disease McCarthyism or what you will, it is beginning to attack the very basis of American freedom of thought and speech. The advocate of any slick scheme, nostrum or shady enterprise need only charge his detractors with Communism and he becomes in the eyes of the thoughtless an immediate saint.

John F. Allen, one of the top writers on the San Francisco Examiner staff, is a former West Coast editor of Time Magazine. He reviews books exclusively for this publication.

Total cure may be long in coming, but fortunately we have at hand this week a pleasant antidote for the symptoms (red spots before the eyes?) of Mr. Epsteen and his ilk. I refer to THE SHOCKING HISTORY OF ADVERTISING (E. P. Dutton, $4.50), a witty and erudite study of that art by E. S. Turner. Mr. Epsteen would not like Mr. Turner.

It should be explained at the start that Mr. Turner is not attacking advertising; he does not need to do that. He has done a remarkable job of following the history of advertising in Great Britain and America, and is content to let the incredible tale speak for itself.

NEITHER MR. TURNER NOR THIS REVIEWER IS SPEAKING HERE OF THAT ESSENTIAL TYPE OF ADVERTISING WHICH CORRECTLY AND CONVENIENTLY INFORMS THE PUBLIC WHERE IT CAN BUY WHAT AND FOR HOW MUCH. NO SANE MAN WILL DENY THE PROPRIETY, THE BASIC HONESTY AND PUBLIC BENEFIT OF THIS SORT OF ADVERTISING.

We are talking about the cacophony of horror that blasts from radio and television set, the corrupt claims that blast the eye from billboards, newspapers and magazines. It is that weird wonderland where every cigarette is the best, where every beer is better and where every arm pit must be odorless or its owner is heading straight for hell.

It is the sort of advertising which has created in my own home a definite problem; of necessity, I've been forced to make early cynics of my children. They hear and read the stuff and begin to believe it. Hence, when one of the youngsters announces that he wants to try a new type of toothpaste because the ads say it "ends decay," I feel compelled to remind him that a man determined to sell a product will lie up to the limit of the law to do so. I'm afraid they're beginning to suspect that almost everyone is a liar. Which may be true, and which certainly is a better belief than that cigarettes are good for you or that hair can grow on a bald head.

It is worth noting, incidentally, that in 1660 a London newspaper was advertising a dentifrice which guaranteed against toothache and bad breath. Nothing changes, really. Nearly three hundred years later there is still no toothpaste that will do either, and no advertising man who would think of admitting it.

If it makes you any happier to know it, Great Britain was first with the worst in advertising. Many years before American advertising reached its peak of tasteless blatancy, the British were hard at the job of selling worthless objects to essentially reluctant people by the simple expedient of spending more on advertising than on the object itself. They were even advertising cheap funerals in much the same loathsomely sobbing style used by modern undertakers.

Nor is there anything new about endorsements. We tend to assume that the hard and hard-up debutante who will endorse anything for a price is new to the scene. Not so; one enterprising patent medicine maker in 1848 managed to sign up the czar of Russia.

Throughout the years, advertising men have met from time to time in an attempt to establish "ethics" for the profession. Such attempts have consistently been meaningless, as any fool can plainly see. Generally speaking, what little improvement there has been over the years in the taste or honesty of advertising has been forced by public opinion through governmental action--as witness our postal and food and drug laws. Without such laws there is no reason to believe that there is any length to which an advertiser would not go. Item: the recent attempt of one cigarette company to answer the lung cancer accusation with an intimation that its brand is the only one free of carcinogenic substances. Item: the wholly false claim for a toothpaste that it reduces decay. As Mr. Turner points out, legislative bodies have not always been convinced that it was "necessary to prevent rogues from exploiting fools." Perhaps that is why the present administration in Washington has so cut the budget of the food and drug enforcement division that it can no longer hope to prevent false advertising claims in this field.

The claim that advertising has lowered the price of goods has yet to be proved. On the other hand, there seems considerable merit to the claim that advertising has forced people to covet a great many things they could not afford and do not really need. Hear Mr. Turner on the subject of the great

(Cont'd on page 12)

BEST LITTLE HARDWARE STORE ON DOLORES --- BEST LITTLE HARDWARE STORE ON DOLORES --- BEST LITTLE HARDWARE STORE ON DOLORES --- BEST LITTLE HARDWARE STORE ON

Everything For For Spring

Make Gardening REAL FUN!

No need to do it the hard way! Avoid back-ache with our modern mowers, spreaders, weeders, sweepers—and other modern tools that make a fine garden and a lovely lawn so easy to have! Prices are very reasonable.

"Best little Hardware Store on Dolores"

CARMEL HARDWARE

Phone 7-6049

A COMPLETE GLASS SERVICE

RESIDENTIAL - COMMERCIAL

AUTOMOTIVE - MIRRORS - TABLE TOPS

CARMEL COLOR & GLASS CENTER

Phone 7-3605

Ave Maria

BOOK & ART SHOP

El Paseo Court - Dolores & 7th

has

"The Latest and Best"

ONLY FULLCAP can do it. Whereas ordinary recapping will replace worn treads, FULLCAP reinforces the sidewalls, treads and plies of your tires - at prices so reasonable you'll agree it's only good business to let us fullcap your tires one by one.

• • •

Agency U.S. Royal Tires

C. SELBICKY

W. THOMPSON

INGELS TIRE CO.

Phone 2-4581 Tyler and Bonifacio

OUR LOSS YOUR GAIN

FINAL CLEARANCE SALE

of 1953 Brand New Cars

SAVE ! SAVE ! SAVE !

UP TO $500

- HILLMAN SEDANS
- HILLMAN CONVERTIBLES
- HILLMAN HARD TOP COUPE

JACQUAR XK120 COUPE

JACQUAR MARK VII SEDAN

COME IN TODAY

See unmatched trade in values

LACEY BRITISH CARS

SALES and SERVICE

298 Pearl St. Dial 5-5225 Monterey

all entrees cooked
over charcoal burner

Mark Thomas' hearthstone
Carmel-by-the-Sea

OCEAN AVENUE - NEAR DOLORES

famous dinners by the fireside

Casa Munras

Hotel and Cottages
in the atmosphere of romantic
Old Monterey

Dinners from $1.75
Dancing Nightly Except Sunday

Munras at Fremont - Monterey 55155

FREE PARKING FOR EVERYONE

For delicious LUNCHEON or MID-AFTERNOON SNACK...

1954 FLAVORS
Egg Nog
Pumpkin
Plum Pudding

Closed Sundays all winter

OPEN
8 a.m. to 10 p.m.

WONDER ICE 1/2 CREAM 95¢ gal

When in Pacific Grove visit our
FOREST AVE ICE CREAM STORE
OPEN DAILY 11:00 a.m. to 10:00 p.m. 206 Forest Ave.

TIP-TOP FOUNTAIN
Corner Cass & Hartnell
(Near Post Office)

Dinner Dancing

makes

Saturday Night

the gayest night of the week
on the Monterey Peninsula

Dinner to please a gourmet's palate, sumptuously served. 7 to 10 P.M.

Music that sets the mood for dancing, sweet and rhythmic. 'Til 12:30 A.M.

Telephone 7-3811 for Reservations

Del Monte Lodge
PEBBLE BEACH

PENINSULA COOKS By BARBARA HALL

Kit's Lasagne

If you're tired of turkey in all its forms and want a dish that's just right for these brisk January days, try LASAGNE. It's an Italian dish made with noodles and meat and THREE kinds of cheese. It's cooked and served in a big casserole dish and makes a wonderful meal with sour French bread, green salad and fresh fruit for dessert.

We got the recipe from a young Navite, Kit Heidel, wife of an engineering student at the Navy School, Lieutenant Commander Carl C. Heidel (rhymes with bridal), of 1136 Alta Mesa Road in Monterey.

This is a Pretty Special Dish, according to us, but Kit and Carl love it so, she'll make it for just the two of them. "I make enough for four, and then we can have it for two days. It's even better the second day!"

LASAGNE

(Recipe is given for 4. Parenthetical measurements for a crowd of 16.)

1 #2 can Italian-style peeled tomatoes
(2-#2-1/2 cans)
1 8 oz. can tomato sauce
(4 cans)
1/2 tsp salt
(2 tsp.)
Scant tsp oregano
(3 tsp.)
Dash of cracked pepper
(1/4 tsp.)
1/2 tsp. onion salt
(2 tsp.)
1/2 cup minced onions
(2 cups)
1 clove garlic, minced
(2 cloves)
2 tbs. olive oil
(1/3 cup)
1/2 lb. ground chuck or round
(2 lbs.)
1/2 tsp. mono-sodium glutamate
(2 tsp.)
Handful of Bow-Tie Noodles (the original recipe calls for Lasagne noodles but Kit and Carl like these better) (1 lb.)
1/2 lb. ricotta cheese
(1-1/2 lbs.)
1/3 lb. mozzorella cheese, thinly sliced
(1 lb.)
1/4 cup Parmesan cheese, grated
(1 cup)

Combine the first six ingredients in a saucepan or kettle, and start simmering, uncovered. Saute the onion and garlic in oil, add the ground meat and next two ingredients and cook until lightly browned, add to tomato sauce and simmer 2-1/2 hours or until thickened. Meanwhile, cook the lasagne or noodles and drain. Heat oven. In the bottom of baking dish place several spoonsful of the sauce, top with criss-cross layers of noodles, then ricotta, then mozzorella. Repeat again ending with sauce. Top with remaining mozzorella. Cover with Parmesan. Bake until bubbly. Remove from oven and let stand 15 minutes.

Kit says it's apt to be too liquid for her taste, so she will spoon off the liquid several times as it cooks.

• • •

Kit, who is good looking enough to be a model, has brown eyes, dark eyebrows and short brown hair. She paints--a very creditable still-life (her own) hangs in the dining room--plays a good

KIPS food center

OCEAN
SAN CARLOS
CARMEL

FREE DELIVERY

GROCERIES - PRODUCE - MEATS
WINES - LIQUORS

Phone 7-3821 and 7-3822

game of golf, skis, knits her own dresses (she's just starting her first) dabbles with ceramics and is fascinated by the opera. A Christmas acquisition, an album of Faust, is currently getting a workout on the Heidel's built-in phonograph.

Like all Navy couples, Kit and Carl have lived all over the United States. Kit, who is 28, hasn't yet accompanied her husband abroad, but hopes to, some day. Carl, a 1938 graduate of Stanford, was drafted into the Army in 1940 and soon after he applied for a commission in the Navy. He was sent to Midshipman's School at Annapolis and his first assignment was on the Indianapolis. Kit, not a typical Navy wife, called it a boat and wasn't sure whether it was a cruiser or a destroyer.

Kit interrupted her schooling at Connecticut College for Women to marry Carl, in 1944. He was in the submarine service, based near New London. Soon after began their treks back and forth across the country--from Connecticut to Mare Island to Key West to San Francisco and almost immediately back to New Hampshire, to Washington, D.C., and to Monterey.

Here on the Peninsula, Carl spends much of his time studying. The Navy wives occasionally get together for coffee or luncheon, and Kit does volunteer work for the Navy Relief. Days off, they will hie to the Country Club for a round of golf. The Heidels have been here for 18 months. They have no idea where they'll go when this assignment is finished. But they'll enjoy themselves wherever it is.

It Was A Great Day ...Etc.

The Dublin Players got a preview of Carmel this week. They stopped for a brief, sunny look as they passed through town on their way to San Francisco for an engagement.

We spotted Harry Webster (remembered him from the movie, "Odd Man Out") so we moved in, hoping to learn something about Ireland and the Irish Theater. We learned about America instead.

"It's a wonderful place," said Harry. "We simply love it here. The entire cast has decided to become American citizens. The standard of living is amazing, really amazing."

We tried to change the subject to the Irish theater, so Harry said:

There's going to be a great development in the American theater in the next 15 years. You are going to see your repertory companies grow in stature and popularity. They will be the backbone for a new development. Yes, you Americans are going to look forward to the theater."

The rest of the cast, with the exception of a few who had already gone on to San Francisco, was at the Village Corner, having immediately spotted its inviting bench out front, so we took Harry in tow and went across the street to learn more about the Irish players.

"You have a wonderful country here," Charles Blair, Brian Vincent and David Clark said, one after another.

By this time we were convinced that it was no use talking about Ireland, so we told Aileen Harte, a pert Irish lass with plenty of everything, including freckles, that we love freckles in America and would say something nice about her and her freckles in the paper.

"Oh, no, don't," she said. "I hate them."

James Kenny, a handsome lad, or, as one might say, a broth of a lad, interrupted here: "I can't wait to see what this Steinbeck fellow wrote about. This Cannery Row place. Must be quite fascinating."

The players then decided there wasn't time to stop any longer. They wanted to get to San Francisco by sundown. So we told them to avoid Bloody Bayshore (which they found amusing) and said, "So long".

They are due back on the Peninsula today to put on Shaw's Pygmalion at Sunset Auditorium. Show starts at 8:30.

SUNNING THEMSELVES at the Village Corner are some of the Dublin Players (left to right) Charles Blair, Brian Vincent, David Clarke, Ginette Waddell, James Kenny, Aileen Harte and Harry Webster.

HENRY MILLER MARRIES ACTRESS

Intellectual Henry Miller, author of "Tropic of Cancer" and others banned in the U. S., but with wide circulation abroad, slipped into Carmel two days before the New Year and took a new bride.

She is Eve McClure, 31, of Berkeley, formerly a stock-theater actress.

The surprise wedding, without benefit of press notices, took place in the Carmel Highlands home of artist Ephraim Doner and wife, Rosa, shortly after the couple took out a license in Monterey. Pacific Grove Justice of the Peace Richard Eldred performed the vows.

The couple stole off to Miller's Big Sur home and elsewhere for a honeymoon, returning to Carmel this week for a brief visit with friends.

The controversial author, in his fifties, recently had two of his French published novels, "Tropic of Cancer", and "Tropic of Capricorn", banned by the Ninth Circuit Court of Appeals in San Francisco. Miller at that time, in an exclusive interview with the Spectator, announced that he had no interest in fighting the ban.

Time For Politics (Cont'd from Page 3)

publican leaders in Monterey County were reportedly scurrying for a new candidate. A Pine Cone boom for Corum Jackson so far showed no indication of swelling. Jackson, at this point, denied any interest in being a candidate.

County Politico Alan Patee of Salinas was being boomed by some as a candidate. Supervisor Andy Jacobsen came in for mention and the name of the Herald's Editor and Publisher, Allen Griffin, who has refused to run in several previous elections, appeared.

The Republicans, like the Democrats, in a sense were working aganst a deadline. Their convention is January 17 in San Luis Obispo, when they will hear candidates.

Meanwhile, Congressman Bramblett was the farthest of any removed from the political scene. He was in Washington sweating out his trial of next month.

All in all, the mad scurry demonstrated the weakness of the cross filing system of California. It almost seems a shame that both parties may settle for a candidate in January for fear that the cross filing system might lick them at the primaries if they have more than one candidate.

It would seem to us that both conventions could do the people of the Thirteenth Congressional District a favor by taking a pledge not to cross file candidates.

But if the local picture was confused, a release from William G. Bonelli, of the State Board of Equalization, should lighten the day by adding more confusion. Bonelli, who is currently suing the Los Angeles Mirror, announced a New Year's resolution "to change my registration from Republican to Democrat." Such is politics.

in the heart of Carmel
Whitney's
time to visit—
our newly renovated dining room—for those superlative lunches and dinners. . . . Cocktails, as usual.
Whitney's
Bar open daily—Restaurant closed Sun.
Ocean nr. San Carlos Carmel 8-9954

Made to order
THE VILLAGE CORNER
Dolores and Sixth
Get Your Box Lunches for the Crosby Tournament at the Village Corner
Open to 11:30 p. m.
Made to order

There's Always Something Doing . . .
CLUB DINING ROOM
THE BARN
REC ROOM
THE MISSION RANCH
dining dancing accommodations
DINING ROOM
Open Every Day — 5 p.m. 'til 2 a.m.

Hal Boyd, one of the Peninsula's top sportsmen, lives with his rod and gun-conscious family in a view-blessed house high in the Carmel Highlands.

This house, a redwood ranch-type affair with a shake roof and lots of picture windows, still lacks some finishing touches.

"But", says Hal, "I ought to get it done pretty soon now. The streams are dry and there's no steelhead fishing. Trout season won't start until April, and there won't be any hunting until summer. So, I'll have plenty of time to work on the house."

the game boyds

It is in this somewhat miraculous manner that the house - as well as three others on the Boyds' seven-acre property - have come into being in the last six years.

For whenever Hal has time between fishing and hunting and talking about fishing and hunting he worked on the houses, first on the three which give him rental income, and finally on his own, doing everything except putting in the plate glass.

Last spring the house was livable enough so he could move in his family and his guns.

The house, which covers about 1,725 square feet, has a magnificent living room with picture windows on three sides. From this room you can look out over the sea, up to the hills that rise above the highlands, down into Wildcat Canyon which borders Hal's property.

Every room, in fact, has a view. In the kitchen, Mrs. Boyd--Ruth--who, like her husband, hails from Oakland, can alternately glance at suds and surf. The two Boyd girls, Carol and Charlotte, both 16 and attending Carmel High, look on hills and forest from their respective bedrooms. The master bedroom has an ocean view.

The family's guns occupy an honored place in the living room, a glass-encased gun rack. Above it are trophies, including a stag's antlers.

The Boyd guns include a Winchester 270, 30.6 Springfield Sporter, 22 Remington Repeater, Winchester 257 Roberts, Remington 12-gauge auto-loader, Winchester 12-gauge pump and a 410-gauge single-shot Stevens

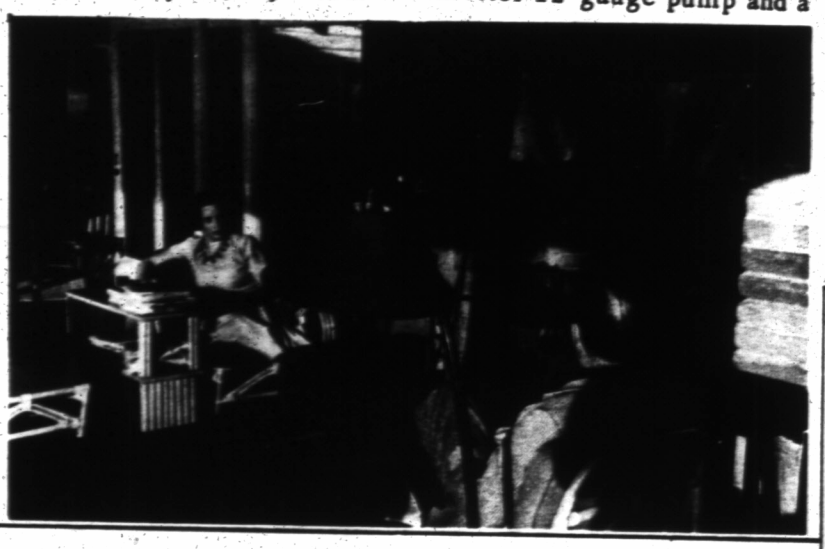
Mrs. Boyd, who shot her first buck last season, has caught the hunting fever from her husband, but her specialty is as a pistol shot. She has won the women's pistol tourney at the Associated Carmel Sportsmen, of which Hal is secretary and former president.

The Boyd family moved here in 1947, after Hal, in his 50's, had been with the Oakland Park Department for 23 years. ("I got disgusted with some politics and quit.")

His jump from civil service security has paid off. He lives on his rentals, plans to build two more houses on legal building sites on his property, figuring it'll take him about three years at an easy pace.

Between times, of course, he'll keep on hunting and fishing.

"Isn't that just tough," is Hal's smiling comment.



HERE IT IS!

NEW 3-BEDROOM RUSTIC HOME

BEAUTIFUL LOCATION WITH ELBOW ROOM

$4,000 DOWN
$106.50 Per Month

CARMEL REALTY CO.
Established 1913
Phone: 7-6485
Associates:
James C. Doud
Donald Clampett
Res. Phone 7-3137
Howard L. Baxter
Res. Phone 7-4807
Former Post Office Building
Dolores and Sixth
Carmel-by-the-Sea

Statement of Condition

Carmel Savings & Loan Association

as of Close of Business
DECEMBER 31, 1953

Cash on Hand and in Banks	$ 207,367.96
U. S. Bonds	84,353.37
Federal H.L.B. Stock	17,000.00
Loans on Real Estate	1,100,767.94
Loans on Savings Pass Books	300.00
Uncollected Interest	290.94
Furniture and Fixtures	3,382.33
	$1,413,462.54

Savings Accounts	$1,181,880.11
Loans in Process	103,870.27
Accumulative Shares	1,556.06
Capital Stock	25,000.00
Surplus, Undivided Profits and Reserves	100,802.75
Other Liabilities	353.35
	$1,413,462.54

FEDERAL SAVINGS AND LOAN INSURANCE CORPORATION · SAFETY OF YOUR INVESTMENT · INSURED · UP TO $10,000

CURRENT RATE 3½% PER ANNUM

Savings Placed before January 12, 1954, will bear interest from January 1, 1954

MEMBER FEDERAL HOME LOAN BANK

ACCOUNTS INSURED UP TO $10,000.00

DOES YOUR INSURANCE REALLY COVER YOUR VALUES?

P. A. McCREERY
INSURANCE

Ocean near Sixth

Telephones:
Business: 7-3541

Residence: 7-3554

At the galleries

(Cont'd from Page 6)

Meyer has an abstraction of a house that is thoughtful and evokes emotion as does Jay Hannah's painting of Point Lobos. Henrietta Shore hangs a pleasing portrait sketch of a young girl, but by and far the best thing hanging here is a pastel portrait by Doris Winchell Baker. It is a study of a young woman, and it makes the viewer stop and wonder what the young woman is thinking. It is packed with emotion and this in itself makes the drawing worthy of any gallery. --- S.J.

BULLSEYE with Dick Lamb

Here we are after the holidays, slightly battered but still kicking with a lot of new equipment and, we hope, enough ambition to keep us going throughout the new year.

Personally, I have one thing very much on my mind, and that is to make a trip to scout out some new fields for the rockhounds, and get the picture on western hunting and fishing. Hope to leave sometime the end of this month.

I have a word on a large and unexploited field of geodes and some other stones. By the way, next week's column will have a map of this coast showing collecting areas near at hand and giving directions. However, that is next week, so here is the word on sporting things for now.

• • •

First the steelhead situation. The Little Sur is just open a trickle as of Sunday last, and we will have to have a good rain to set that up for any fishing. I hear that the Big Sur is open but was unable to get any word I can trust on that. Suggest that you phone Fish and Game for the latest. The Carmel is open but not many fish being taken yet. Salinas still closed at this writing but the San Lorenzo open and Santa Cruz reports good fishing, nothing large but quite a few fish. Best lures are cluster eggs, Knobby Wobblers and Luhr Jensen drifters, or cherry bobbers.

• • •

In case any of you noticed the large number of whales along the coast in the last few days, here is the score, according to the Scripps Institute. These mammals migrate south at this time every year, a large number of them going to the Gulf of California, between Baja California and the mainland of Mexico. I saw quite a number Sunday near Bixby Creek, none of them large.

• • •

In the future you may expect to see some news of a new departure in sport hereabouts. We have had sports car groups, hot rod enthusiasts and classic car collectors, but a group of Peninsula youths have formed, what is to my mind, the most progressive ensemble to date.

These boys, led by Mike Homan of Monterey, and advised by Officers Pat McFadden and John Stephens of the Monterey Police Department, are devoting their time and effort to learning ways to get better performance and more safety from their driving.

They have adopted the name of "The Slowpokes" to exemplify the fact that they are not interested in speed as such, and have already held one efficiency run, covering about sixty miles.

These runs will be held from time to time and penalties are assessed against any driver who covers the course in too short a time, or who breaks any law or principle of good road practice.

Hidden checkers are along the course to note violations. Incidentally, the time they took to make the course is almost ten minutes less than I ordinarily take to drive the same route.

These boys have the right idea, and a lot of us could benefit by what they are learning. Incidentally, those two police officers are donating their own time to that advisory work. We could use more men like them.

FISH TRICKLE STARTS

ELSIE IS HERE

Elsie the Cow has come to the Peninsula.

This week, the Carmel Dairy officially merged with The Borden Company, owners of the famed trademark.

The merger was announced by Earl Graft, manager of the dairy here.

SHOW SKI MOVIE

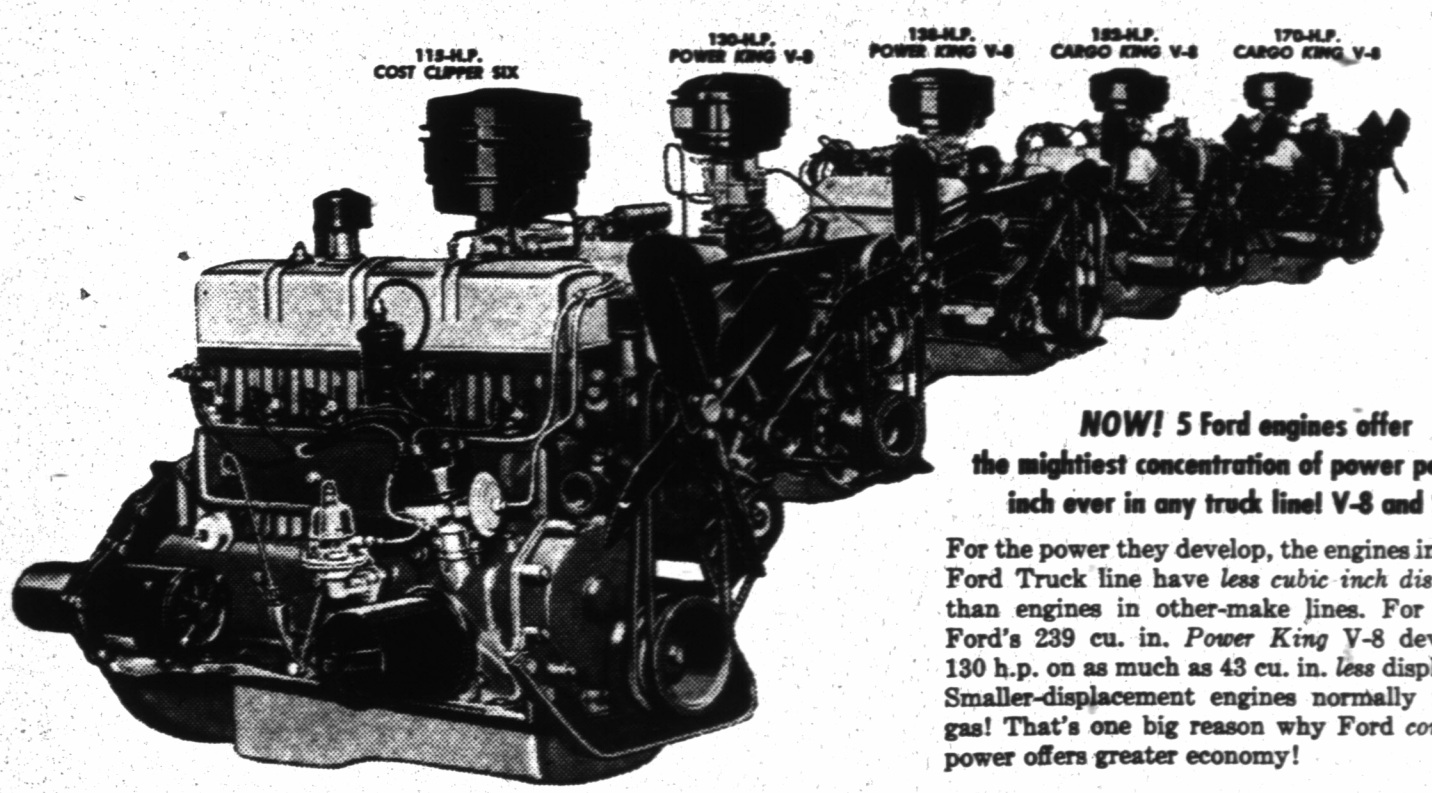
There'll be plenty of snow on the screen of Sunset Auditorium Monday night when the Carmel Ski Club takes to a bit of chairborne sport.

The occasion will be Warren Miller's latest color film, "Ski Fantasy", shot on the slopes of American and European ski resorts.

The showings are open to the public. Tickets are available at the box office.

Announcing for '54

NEW FORD TRUCKS with TRIPLE ECONOMY!



NOW! 5 Ford engines offer the mightiest concentration of power per cubic inch ever in any truck line! V-8 and SIX!

For the power they develop, the engines in the 1954 Ford Truck line have *less cubic inch displacement* than engines in other-make lines. For example, Ford's 239 cu. in. *Power King* V-8 develops its 130 h.p. on as much as 43 cu. in. *less* displacement. Smaller-displacement engines normally need less gas! That's one big reason why Ford *concentrated* power offers greater economy!

FORD TAKES THE LEAD IN *ALL* 3 VITAL FACTORS THAT MAKE FOR LOWER COST TRUCKING!

1. Now, only in Ford Trucks—gas-saving, LOW-FRICTION, high-compression, overhead-valve, deep-block engines in all truck models! 115- to 170-h.p.!

2. New *Driverized* Cabs, *Master-Guide* Power Steering, Power Brakes, *Fordomatic* Drive for faster control!

3. New greater capacity! New Factory-Built "6-wheelers," gross up to 48% more!

New Ford F-900 Big Job, G.V.W. 27,000 lbs., G.C.W. 55,000 lbs.

See them TODAY!

FORD TRIPLE ECONOMY TRUCKS

F.C.A. MORE TRUCK FOR YOUR MONEY!

BEATTIE MOTORS INC.

FRANKLIN AND WASHINGTON STREETS, MONTEREY, PHONE 5-4151

book looks

(Cont'd from Page 7

growth of American advertising in the years between the two wars.

"People had to be taught to want things, to feel ashamed of not having them. The volume of production grew terrifyingly. Soon it was not enough for a man merely to buy a new car, a new radio, a new washing machine. He must buy the latest model every year, and discard the old one, whether it functioned efficiently or not. Otherwise factories would close from the Atlantic to the Pacific and the golden century would come down in ruins. It was America's patriotic duty to 'buy 'til it hurts' ..... To plead lack of money was no excuse, when he could gain almost anything he wanted by making a down payment. The man who was contented with his lot was a traitor to the community."

Perhaps the height was reached by Bruce Barton, when he published in 1925 his best-seller "The Man Nobody Knows." "Jesus", Barton said, "would be a great national advertiser today... as he was the great advertiser of his day." All the parables, Barton added, were essentially the work of a good advertising copy writer.

All in all this is a wonderful book --to read and to keep around the house. Next time your stomach goes a little queasy over a copy writer's charming contribution, just consult Mr. Turner. Likely the same thing has been done before, in an even more nauseating way.

STUDENTS MEET

Nearly 350 students from colleges in California, Nevada, Arizona and Hawaii gathered at Asilomar last week for the Pacific Southwest Student YMCA-YWCA Conference.

SEA VIEW INN

Ideal for permanent guests. Low rates include breakfast & dinners. Central heat, priv. bath. Phone Carmel 7-7847.

EXPERT WATCH and JEWELRY REPAIRING AT REDUCED PRICES

All Work Guaranteed
50 Years Experience

Monterey
• DEPENDABLE •
Jewelers

Open Thursday Evenings Until 9 p.m.
402 Alvarado Phone 2-3188
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FULLER PAINTS

CARMEL COLOR & GLASS CENTER
Phone 7-3605
TONY VASCONCELLOS - ROBT. M. CONNELL, PARTNERS

KLEINE ELECTRONICS BUILDS CUSTOM HI-FI UNITS HERE "LIVING SOUND" FEATURED

We must all remember that music is:-
An integral part of every child's education
A medium of understanding and expression for the adolescent
A constant source of enjoyment in the life of the adult.

Why disrupt the harmonious peace of your home life with the discordant harshness of a commercial-type combination (represented as "High Fidelity") which, at best, is only an irritant?

When you purchase your custom-built Hi-Fidelity equipment from Kleine-Electronics, you buy wisely from a firm with 33 years of experience and reputable service to the public in California. Experience in all forms of electonics!

Technical characteristics of Kleine-Built Hi-Fidelity Systems:

The full potentialities of the famous Williamson type of amplifier are realized with the highest attribute of components, making available to you..... superb quality!

Excellent frequency response... a fact usually overlooked in amplifier evaluation!

Intermodulation distortion... only 3% at 8 watts output! Extremely low harmonic distortion at 1,000 cycles; low enough to be considered non-existent below the 10 watt power output!

A record compensator with separate bass and treble controls, which allow the creation of tone-patterns unequalled by any ordinary amplifiers. This means less distortion!

A frequency response, without equalization, extends from 30 to 15,000 cycles.

The pre-amplifier has four inputs: Switch from Phonograph to A.M. Radio or F.M. Radio or Tape Recorder!

KLEINE ELECTRONICS
6th St. between San Carlos and Mission Carmel 8-0100

MIMEOGRAPH
IBM - It looks like printing.
Phone 7-3905 - 7-4655

NOW IS THE TIME TO SEE ROBERT WALDO HICKS for those "JUST RIGHT" appliances & fixtures

BATHTUBS.....
...LAVATORIES.....
.....TOILETS.....
.....SINKS.....
ELECTRIC HOT WATER HEATERS.
..GAS HOT WATER HEATERS...
.....GARBAGE ELIMINATORS..
.....CLOTHES DRYERS...
.....HEATERS.....

...ALL QUALITY PRODUCTS....
.....the latest and best..

Phone 7-3115
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PLUMBING • APPLIANCES • HEATING
CARMEL
BY THE SEA

Mr. Spectator

A CHINA DOLL.... It was reported that Mrs. B. Chandler Howard was in town over the holidays... not so... her most recent trip was several weeks ago and herein lies a tale.... Mrs. Howard is pushing 99, but when she decided to leave Laguna Beach and visit her granddaughter, Mrs. Gustave Erbe of Carmel, she hired an ambulance and made the trip post-haste... on arrival the ambulance driver got Mrs. Erbe aside and said he didn't think Mrs. Howard needed him because on the trip she rode up front all the way and had him stop three times for Old Fashioneds.... This year she spent the holidays in Laguna and received two corsages from male admirers.... They just don't make 'em like that any more!

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ATTENTION LADIES DEPT.... Portrait painter Paul Flagel breezed in from New York last week to wait out the winter winds.... Flagel's studio in Bucks County's "genius belt" is referred to as The Harem... and for good reason... He alsc has a talent for painting and has put the features of the theater's great names on canvas... in the East this Flagel guy is somewhat of a legend... he does things that invariably make newspaper copy... for instance there was the time he wanted to see a drive-in movie... not owning a car presented a problem, but he hitch-hiked out to the Drive-in and borrowed the manager's car to see the show. After the film he returned the car and hitch-hiked home... Don't worry, you'll hear about him.... Three days in town and he has already painted two portraits, Noel Sullivan being one... Flagel has a stiff price, but it is worth it.

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MOSTLY MUSIC.... Jazz Drummer Ray Gorum has whipped up a deal with a group of 30 musicians to appear in a "Cavalcade of Jazz" on February 1st at the San Carlos Hotel.... It sounds real crazy as they say in the business... Gonna be dancing plus a mess of novelty stuff like for instance an exhibition of drummers... incidental, Eddie Wasserman, now playing in lozangeles will be blowing some real sounds on his tenor horn... also the Johnsons, Ray on piano and Plaz on sax, will be on tap... Gwen Johnson who just finished a stint at the Mogambo Gardens in Santa Cruz will be zinging... incidental, the Johnson Brothers are playing at Brownies in Salinas during the week and at the Pigalle Jam Session on Sundays... hear these cats before they leave this neck of the woods for greater things.

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THE LOVER.... That blue sequined cape hanging in the Altair perfume shop in the Court of the Golden Bough is quite a piece of goods.... It was once worn by silent movie idol Rudolph Valentino ... now is owned by Mrs. Nicole Altair who also owns the necklace he wore in "The Four Horsemen of the Apocalypse"... She also has some of his books and this is the first time we knew that Valentino had time to read any books!

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HARD ON THE HEAD... She looked rather dignified and spoke with a veddy, veddy British accent. The little boy wincing under her steel-like grip on his arm was an angelic looking little fellow. Before the entered the Village Corner she said, "You're not to be grabbing things off the counter. If you do, I'll break your head!"

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SHAKESPEARE GIVES WAY TO SHAW... cause Bert Heron is gonna go see the Dublin Players... no reading that night, but the Shakespeare group will read "The Winter's Tale" next week... and that's that.

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TEN CENTS WORTH.... George Prince has refused to sell the Gilded Cage to San Francisco's Sally Standford (she who now caters to the culinary tastes) and the creditors will take over... The Keg has reopened... they bought a liquor license for a pile of pesos... The Nest is still padlocked... Singer Johnny DiBene is off for the Big City soon to join a combo.... Feg "Stars Over Hollywood" Murray came slightly out of retirement to do a couple of publicity cartoons for RKO... that studio could use something.... Artist Donald Teague is putting the finishing touches on an illustration for the Saturday Evening Post... his first in year... he has, however, been illustrating for Colliers under another name.... Marine Hopkins Lab director Ralph Bolin will teach a course at Stanford this term.... Reported that there will be a 60% reduction in the number of men hired to fish in Alaska this year.... Wharf Theater directors Tom Brock and Bob Carson were in San Francisco while the theater was dark.... Painter Nick Hetrovo is busily re-writing a novel which is the story of his life.... And if you're teaching your son to be a gentleman, remember that most girls these days are likely to fall in love with a "Cad".

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THE MONTEREY MONSTER

(Continued from Page 1)

was a Dutchman I know, so this is pretty good. I know a Dutchman can fish good in the fog. When he gets on the fish he puts a barrel overboard and then works in a circle around the barrel. I think this is okay. I see his barrel in the water, so I fish around the barrel too. I catch a few fish here, so that's okay.

"Then I don't hear the Dutchman's boat. What's this, I say. He gonna leave the barrel in the water. Just like that, there is the barrel and he is gone. That's not like the Dutchman. I think it's kinda funny, so I look again for the barrel. All of a sudden it is gone, too. What kind of monkey business is this, I say. So I leave.

"When I'm back in town I hear from two, three, maybe more, fishermen that they saw a big, strange thing come out of the water. They're scared and they run away. Then I think maybe I know what was with the barrel. Maybe it wasn't the barrel. Aha, I say to myself.

"The next day I go up by Santa Cruz for the salmon. When I'm coming home I see the thing in the water. It is near the same place where I was yesterday, but now it is clear and I can see it. I'm all excited. I'm gonna catch it, I think. Maybe if I catch a sea monster I can sell it for a lotta money. Everybody want to buy a sea monster, I say to myself. So I'm all excited, but I got to be careful. I don't want to scare the thing. I point the boat straight ahead and put the engine down, down, down. I don't want too much noise. Then I get a rope and make a circle like the cowboys. You know, a lasso. I'm gonna lasso the monster.

"I'm getting close now. I can see it plain. It is a red color. Big. Like a man standing in the water, only it is like a monkey. A big head like a monkey. The eyes are closed and the mouth is moving like so, taking in air. Like I say, it is all red and no arms. Just the big body and the monkey head. It maybe weighs a ton. It looks like it will weigh a ton. I think it is asleep, so I take out the clutch on the engine and let the boat drift easy, easy, easy. I get out on the bow with the lasso and get ready. I am frightened now, because it is not a nice thing to see. But I want to catch it. I am so excited now that I shake. I am close. Ten, maybe fifteen feet away. I hold the rope ready.

"Suddenly it opens its eyes. It looks at me and I don't do anything. I just look. Then it dives and I don't see it again. The water is not clear and I feel bad.

"The next day I go to Santa Cruz again. It is a bright day and the water is clear. I catch some fish and I feel pretty good. On the way home I come near the same place as yesterday. I look and I see it. From here to across the street away (about 100 yards).

"Now I'm so excited I jump up and down. The same color, everything the same. I head for the thing, but before I get the rope ready it sees me and goes down. I go over the spot and when I look down I can see it swimming under the water. Very big. Moving slow. It looks like it has two wings or fins that move one on top and one on the bottom going criss-cross. I watch it for awhile, then it goes down and I don't see it again.

"I go back, but I never see it again. I tell people, but they say I'm just crazy. Hah! I saw it. Maybe you think I'm crazy, but I saw it. Close. From here to there. Awful!"

And that is Jack's story. He swears by his patron saint that it is true. Think what you will.

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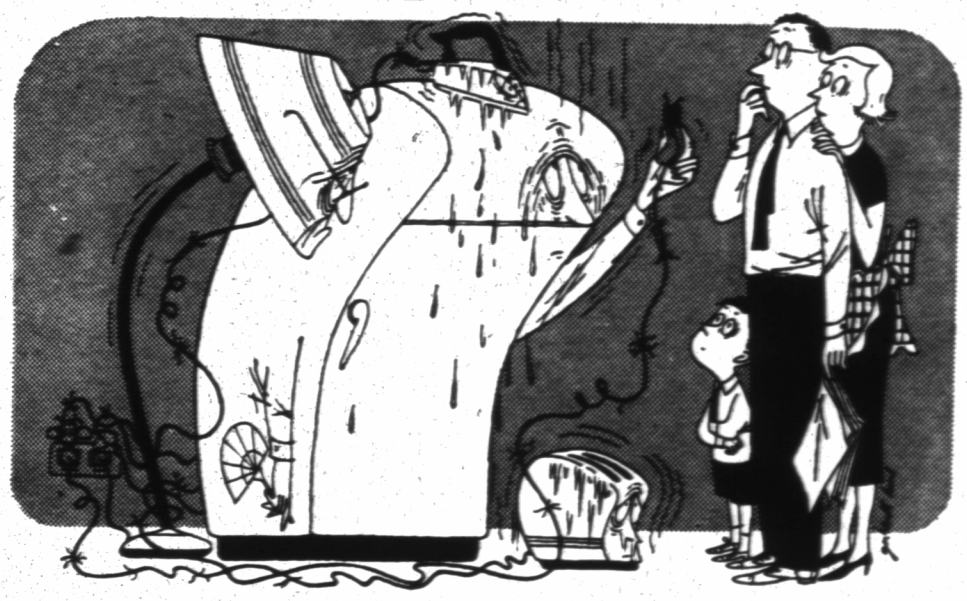

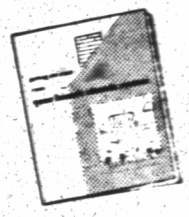

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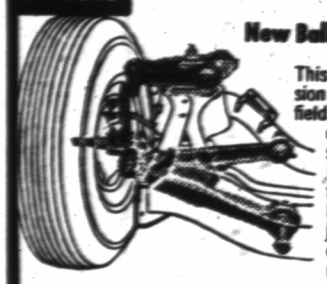

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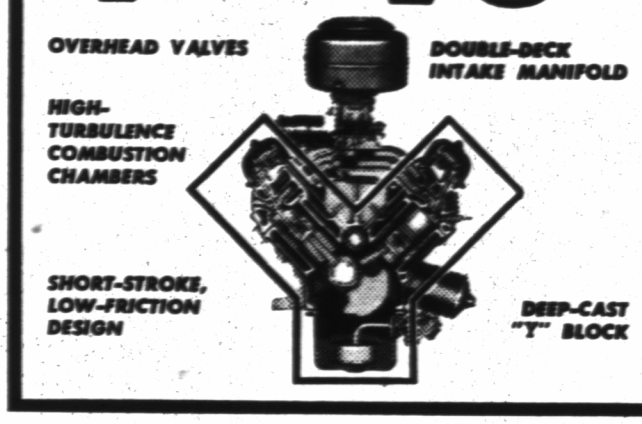

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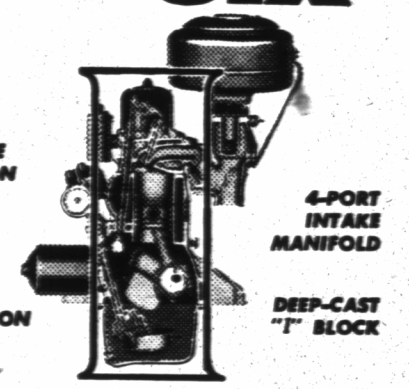

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